

REQUEST FOR RECONSIDERATION

Claims 1-21 remain active in this application.

The claimed invention is directed to a hair cleansing composition.

Hair cleansing, such as shampooing, tend to damage the appearance of hair.

Protecting bases added to shampoo compositions can sometimes be difficult to formulate such that the protecting base can be ineffectively delivered to the hair. Accordingly, hair cleansing compositions which are effective at delivering a protecting base to hair are sought.

The claimed invention addresses the problem by providing a hair cleansing composition comprising an amphipathic amide lipid, an anionic surfactant and an acid where the composition has a pH of from 1 to 4.5 at 25°C when diluted with water to 20 times the weight of said composition. Applicants have discovered that a pH of from 1-4.5 is effective for delivery of the amphipathic amide lipid to provide hair penetration and prevent irritation. Such a hair cleansing composition is nowhere disclosed or suggested in the cited prior art of record.

Applicants enclose herewith the declaration of Mr. Hiroto Tanamachi, a named inventor of the above-identified application which reports experiments to demonstrate improved hair treatment evaluations for compositions with an amphipathic lipid at a pH within the claimed range as well as with different acid sources. The date is reproduced below:

Table A

(wt.%)

		Additional Examples					
		1	2	3	4	5	6
(A)	Amphipathic amide lipid A	2	2	2	2	2	2
(B)	Sodium polyoxyethylene (2) lauryl ether sulfate	10	10	10	10	10	10
	Sodium lauryl sulfate	5	5	5	5	5	5
(C)	Lactic acid	-	-	-	0.2	0.2	-
	Malic acid	-	-	-	-	-	0.2
	Glycolic acid	1	-	-	0.8	-	-
	Glutamic acid	-	1	-	-	-	0.8
	Phosphoric acid	-	-	1	-	0.8	-
Others	Myristyl alcohol	1	1	1	1	1	1
	Cocoylmonoethanolamide	0.5	0.5	0.5	0.5	0.5	0.5
	Ethylene glycol distearate	1	1	1	1	1	1
	Cationized hydroxyethyl cellulose	0.3	0.3	0.3	0.3	0.3	0.3
	Cationized guar gum	0.5	0.5	0.5	0.5	0.5	0.5
	pH regulator (sodium hydroxide, citric acid)	q.s.*	q.s.*	q.s.*	q.s.*	q.s.*	q.s.*
	Purified water	Balance	Balance	Balance	Balance	Balance	Balance
pH		3.5	2.5	3.9	3.5	4.5	3.0
Evaluation	Smoothness of hair	A	A	A	A	A	A
	Moist feeling of hair	A	A	A	A	A	A
	Physical property-recovering ratio of hair	A	A	B	A	B	A

\* An amount to adjust the pH

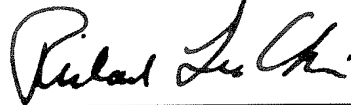
The data demonstrates an improved performance for a range of acid sources and concentrations.

Thus, through the selection of pH of 1-4.5 for an amphipathic lipid containing composition, applicants observe an improvement in hair treatment evaluation, which is not suggested in the cited references. Such evidence is offered as further evidence of the non-obviousness of the claimed invention.

Applicants submit that this application is now in condition for allowance and early notification of such action is earnestly solicited.

Respectfully submitted,

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A handwritten signature in black ink, appearing to read "Richard L. Chinn", is written over a horizontal line.

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